

# 2012 Annual Report

## A message from Mary Becker

Chairman of the Board of Directors for United Way of Southeast Alaska



If it's one thing I've learned in my year as Chairwoman of the United Way of Southeast Alaska, it's the profound difference we can make when we team up to live united.

Working with this umbrella organization, as well as our 35 partner agencies, I've gained a unique perspective on the nature of volunteerism in Southeast Alaska. When individuals come together to help those in need, their efforts multiply exponentially. The whole—by which I mean our whole community—truly is greater than the sum of its parts. (And its parts—by which I mean the people, organizations and businesses of Southeast Alaska—are pretty great to begin with.)

From Skagway to Sitka, Hoonah to Haines, up and down the Panhandle, advancing the common good not only requires teamwork, but also dedication. This past year your volunteer and advocacy efforts, along with your kind financial support, directly helped create a better life for all Southeast Alaskans.

A prime example: our 2012 Day of Caring event, which harnessed and directed the collaborative power of numerous volunteers—almost entirely sponsored by area businesses—to complete all manner of service projects for local non-profit organizations. That's dozens of people taking the day off work, not only allowed, but encouraged by employers to roll up their sleeves and shampoo carpets, stuff envelopes, weed gardens and build wheelchair ramps. Some even sanitized playrooms. So many people breaking from their normal routines expressly for the purpose of doing good—that, in a nutshell, is "living united."

Of course, caring doesn't limit itself to a single day. All year round, all across Southeast Alaska, the United Way and our partner agencies change lives and strengthen communities: from providing legal services to domestic violence outreach, assisting the elderly to food and clothing banks, youth literacy initiatives to adult education. This past year, largely thanks to our dedicated staff, we launched Get Connected, a web-

based social media platform that connects volunteers with non-profits, non-profits with volunteers, and everyone with each other. That's living united in the digital age.

This past year, Wayne challenged the Board to take a more proactive role in the community, and I believe we rose to meet that challenge, establishing committees and work groups to attack new issues, stepping up fundraising efforts and even doing our own hands-on volunteering. Two things I've always believed in: service to others and leadership by example. I, for one, applaud the Board's resolve to step away from the conference table and out into the community.

Education, income and health—these are the building blocks for a good life. Thanks to generous individual donations and strong support from corporations such as First National Bank Alaska and Coeur Alaska Kensington Gold Mine, last year the United Way of Southeast Alaska awarded \$27,000 in Community Impact Grants to support vital services and programs all across Southeast Alaska. These included, but were not limited to, family literacy outreach, childhood reading and tutoring initiatives, after-school programs, music education, birth and parenting classes, supplies for food banks, job training and rural outreach.

Truly, it's been a privilege and an honor to serve as your Chair, to learn about the needs of our community from the community itself and to see that Southeast Alaskans not only care, but put that caring into service. Many people do many things, even though they may not get any credit. To all those anonymous do-gooders: thanks and keep up the good work!

I'd also be remiss not to thank the United Way of Southeast Alaska staff: these folks are the motivating force behind everything we do throughout the year. Overworked, perhaps, but certainly not underappreciated.

And of course, gratitude to our partner agencies, which continue to shape our community by delivering hope to those who need it most. Together, we will achieve our vision: a Southeast Alaska where all individuals and families achieve their potential.

Lastly, I'd like to thank you—yes, you. As a contributor, supporter or even just a member of the community, without you, none of our work is possible. Thanks for helping to create

## A message from Wayne Stevens

President for United Way of Southeast Alaska



The Board of Directors of the United Way of Southeast Alaska is pleased to present our 2012 Annual Report. Our annual report provides an opportunity to reflect on the past year, acknowledge our accomplishments, prepare for the challenges in the year

ahead and acknowledge the great spirit of volunteerism that exists in our organization and in our communities across Southeast Alaska. I am very appreciative of the many folks who have given of themselves this past year to help make a difference in their respective communities. They served on Boards of Directors, volunteered for service on committees, gave of their time to our partner agencies and made significant contributions of their financial resources.

Our greatest challenge is spreading the United Way of Southeast Alaska message and the opportunities to strengthen our relationships with all of the communities of Southeast. Staff visited Sitka and Ketchikan during the past year, meeting with our partner agencies and introducing ourselves to leaders in those communities. We continue to welcome opportunities to visit others and hope you will extend an invitation for us to meet you in your community.

United Way of Southeast Alaska has a solid record of success and I'm grateful for the opportunity to build upon that success. As with any organization, it is the people that make the difference. This last year I have continually been surrounded by community members who move with purpose and resolve. The vigor and enthusiasm displayed by our partner agencies, board members, and staff during our many annual activities has truly inspired me. Your

commitment to "Doing it Right" has made the difference.

We have a great staff of dedicated professionals working to carry out our mission of improving lives and strengthening communities in Southeast Alaska. Jennifer Treadway, our Resource Development Director, Ethan Howes, our SAGA AmeriCorps volunteer, and Tina Lancaster, our Mature Alaskans Seeking Skills Training (MASST) Program Worker, all are working diligently to address individual needs and improve lives by organizing the caring and collaborative power of our communities. They are a great team and I appreciate all that they do to make United Way of Southeast Alaska a better organization.

Jennifer and Ethan have been instrumental in raising the social media profile of United Way of Southeast Alaska. Check out our upgraded website ([unitedwayseak.org](http://unitedwayseak.org)), like us on Facebook, follow us on Twitter, "Get Connected" to volunteer opportunities ([getconnected.unitedwayseak.org](http://getconnected.unitedwayseak.org)), or sign up for our electronic newsletters. All of these methods of communication make it easy for you to connect with us and keep current on activities and opportunities.

I hope you will review the material contained in this annual report and encourage you to contact me if you have any questions, comments, or suggestions for the coming year. We look forward to your feedback and to the opportunity to work with you to ensure another year of success in achieving our mission.

Thank you, Wayne

a better life for our neighbors and our neighborhoods, as well as for the next generation of Southeast Alaskans.

Though I am saddened for my term to end, I'm also excited about the future of the United Way of Southeast Alaska, as well as our continued ability to serve our unique community.

Since 1974, the United Way of Southeast Alaska has been committed to forging partner-

ships, engaging volunteers and devising new strategies to respond to the ever-changing needs of our community. Forty years later—wow, has it been that long already?—we're still at it. Everything we do, we do with the help of our agencies, partners, volunteers and supporters.

All of us, together, giving, advocating, volunteering—living united.

## 2011-2012 PLEDGES DEDICATED TO AGENCIES

AWARE	\$21,490.20
Alaska Health Fair	\$340.70
Alaska Legal Services, Corp.	\$835.00
American Red Cross of Alaska, SE AK Chapter	\$1,683.67
Association for the Education of Young Children	\$2,542.43
Big Brothers Big Sisters of Alaska	\$4,054.67
Boy Scouts of America, Great Alaska Council	\$3,505.58
Boys & Girls Club of Alaska	\$887.52
Cancer Connection	\$11,178.56
Catholic Community Service	\$16,492.95
Child Care & Family Resources	\$284.00
Hospice & Homecare of Juneau	\$2,125.00
Southeast Senior Services	\$1,130.00
Gastineau Human Services	\$1,871.12

Girl Scouts, Tongass Alaska Council	\$640.00
The Glory Hole	\$36,930.60
Helping Hands	\$9,717.05
Hospice of Haines	\$1,020.00
Juneau Family Health & Birth Center	\$2,060.98
Ketchikan Committee for the Homeless (PATH)	\$1,426.08
Ketchikan Youth Initiative	\$1,745.58
Love INC	\$4,283.27
Lynn Canal Counseling - Haines	\$420.00
Planned Parenthood of the Great Northwest	\$1,830.00
Polaris House	\$1,303.33
REACH, Inc.	\$7,057.54
Rendezvous Senior Day Services	\$520.00
Salvation Army, Ketchikan	\$1,122.83

SERRC (The Learning Connection)	\$2,430.54
Sitka Counseling & Prevention Services, Inc.	\$576.01
Sitkans Against Family Violence	\$2,298.33
Southeast Alaska Food Bank	\$21,058.24
Southeast Alaska Guidance Association (SAGA)	\$2,756.43
Southeast Alaska Independent Living/ORCA	\$5,632.41
St. Vincent de Paul	\$782.00
United Way of Southeast Alaska	\$189,164.48
Education	\$9,961.68
Health	\$4,802.65
Income	\$3,192.17
Wildflower Court	\$2,644.04
Women in Safe Homes	\$3,120.76
<b>Total Pledged *(not necessarily collected)</b>	<b>\$365,428.20</b>

## 2012 Community Impact Grant Awards

In spring 2012, United Way of Southeast Alaska awarded \$27,000 to ten non-profit organizations in communities across Southeast Alaska. The projects were selected by a volunteer committee comprised of United Way's board members and chaired by Katherine Eldemar. The total amount of requests was in excess of \$71,000.00.

United Way of Southeast Alaska, along with its partner agencies, serves community needs throughout Southeast Alaska. An ongoing focus of United Way of Southeast Alaska is Literacy by Third Grade as it works to help ensure children are reading at grade level by the time they complete third grade. For decades, research has shown a correlation between third grade literacy and educational success, graduation rates, crime rates, substance abuse, and employment. Statistics indicate nearly 50% of our children are not ready to learn when they begin kindergarten. Literacy rates have far reaching impacts upon individuals and in turn communities.

The following is a list of recipients and their

projects:

**LEARN UNITED:** In 2012, \$21,000 in Community Impact funds were awarded to applicants pursuing efforts designed to eliminate barriers to or supporting the Literacy by Third Grade initiative.

- Association for the Education of Young Children (AEYC-SEA) received \$6,000 for their All Aboard For Early Literacy project.
- SERRC (Southeast Regional Resource Center) received \$15,000 for their Family Literacy Center at Gruening Park.

**LIVE UNITED:** Alternatively, United Way of Southeast Alaska offered a separate matching grant for programs/projects not specifically addressing the issue of early literacy and were based on a documented need in the community. These matching grants did not exceed \$1,000 for any individual award.

- The Four A's (Alaskans AIDS Assistance Association) received \$500 for the Alaska Syringe Exchange (Juneau) project.



- AWARE received \$500 for their Girls on the Run of Southeast Alaska program.
- Brave Heart Volunteers received \$1000 for their AmeriCorps Volunteer: Essential Support in Meeting Community Needs project.
- Big Brothers Big Sisters of Alaska received \$500.00 for their School Based Mentoring program.
- Juneau Alaska Music Matters (JAMM) received \$1,000.00 for their instrumental music program for elementary students.
- Juneau Family Health and Birth Center

received \$1,000 for their Building Strength in Families: Community Parenting Classes.

- SAIL received \$1,000 towards their Rural Outreach project.
- WISH (Women In Safe Homes-Ketchikan) received \$500 for their Time Limited Family Reunification & Family Preservation project.

# Juneau Food Summit

In March 2012, several of the local food pantries and resource providers along with the Southeast Alaska Food Bank and United Way of Southeast Alaska came together to discuss the needs surrounding food access in Juneau. Meeting monthly, the Food Resource Summit aims to identify gaps and overlaps in the food services provided in Juneau. Additionally, the group aims to increase the amount and access of food in Juneau. Before the Food Resource Summit could begin to help individuals and families in need, the word need had to be defined. Ultimately, the Food Resource Summit decided to define individuals in need as any individual who visited a food resource provider and stated he/she or their family was in need. Finally, the ultimate goal of the Food Resource Summit is to eliminate hunger in Juneau, by providing individuals and families in need access to nutritious food, and creating opportunities for human connection. The group has raised many questions and concerns regarding food resources in Juneau and hopes that by answering these questions all organizations

involved can better serve Juneau and its population.

A lack of communication among organizations arose early on in the meetings as an issue faced. Bringing the different agencies to the table has helped to spark communication lines. For example, as a result of these monthly meetings, the Glory Hole, having phasing out their holiday boxes, directed clients to go to the Salvation Army of Juneau. Going forward, Salvation Army has offered to be the main hub for holiday boxes which should help to cut down on individuals receiving multiple holiday boxes from different organizations. Additionally, members of the Food Resource Summit are encouraged to communicate when food drives are happening to other group members to prevent agencies from competing with each other for donations; thus, sustaining a higher level of food at the Southeast Alaska Food Bank and food pantries throughout the year.

Several demographic groups including college students, seniors, and young children have

been identified as needing more focus placed upon them. In Juneau, nearly fifty percent of students within the Juneau School District receive free or reduced breakfasts and lunches. Unfortunately, summer lunch programs have not been setup for these young children and teens that receive free or reduced meals during the school year. Additionally, the group also believes that there are some children that are not registered for free or reduced lunch. This is important to note because the area surrounding a school with over 50% automatically qualifies for the Summer Lunch Program. Furthermore, no assistance programs have been setup targeting college students/young adults and the food stamp quota for the elderly is not adequate. Recently, an increased number of adults are moving back in with elderly parents, often bring their children into the household as well.

Over the course of several meetings, the Food Resource Summit has identified multiple ways to increase food availability in Juneau. For example, individuals have suggested food resource agency purchasing food together to fill and ship a container of food directly from Seattle to Juneau; thus, allowing the agencies to pool funds and purchase more than they

could on their own, to maximize the funds in Juneau. Additionally, in an effort to increase the meat selection at the Southeast Alaska Food Bank, the group has discussed starting a Hunters for the Hungry program. The local Territorial Sportsmen group has been approached and has shown interest in supporting this program. However, several challenges still exist for this program. Finally, increasing community gardens has also been discussed, but as been tabled for now. The Southeast Alaska Food Bank has agreed to purchase food from local vendors to increase supply during lean times.

In summary, the Food Resource Summit has been successful is helping individuals find help. A list of food pantries has been added to the United Way of Southeast Alaska's website in order to direct people to food resources near them. Additionally, the Food Resource Summit continues to work together to identify food related needs in the community while also reducing redundant services. However, the group struggles with identifying how much (pounds of) food is needed to assist the hunger in Juneau while making sure the Southeast Alaska Food Bank and pantries do not turn into someone's main source of food.

Wayne Zigarlick, General Manager, Coeur Alaska - Kensington Gold Mine presents a \$75,000 check of support to United Way and the Reading-Tutors program



(L-R): Glenn Gelbrich, United Way Board Member and Superintendent of the Juneau School District; Patty Newman, Juneau School District Director of Teaching & Learning; Wayne Zigarlick, General Manager, Coeur Alaska - Kensington Gold Mine; Mary Becker, United Way Board Member; Jan Trigg, Community Relations & Governmental Affairs Manager, Coeur Alaska - Kensington Gold Mine; Wayne Stevens, President/CEO of United Way of Southeast Alaska

# Coeur Alaska sets the gold standard for supporting literacy in Juneau's schools

In fall 2012, United Way of Southeast Alaska entered into a strategic partnership with Coeur Alaska and the Juneau School District to help get all Juneau students reading at grade level by third grade.

Literacy is a critical predictor of high school success or failure, as success in nearly every school subject depends on how well a student can read. Statistics show that 74% of students who are poor readers in third grade will never catch up. Regardless of career path, literacy is a fundamental requirement of young people to acquire employment suitable for sustaining a family and their health.

Over the next three years, Coeur Alaska will invest a generous \$75,000 toward the education and future success of children by sponsoring the LEARN UNITED Reading Tutors program. This partnership sets the gold standard for real, meaningful volunteer work in the Juneau

School District. The new program identifies students in need of reading skill building, solicits and engages volunteers to serve as reading tutors, and provides training and recognition for the tutors. Additionally, the program gives community members a way to genuinely impact the lives of our students and families.

The program trains volunteers on how to use instructional materials and gives step-by-step lesson plans to help get students on the path to literacy that is consistent with the teaching strategy being used in the classroom. Tutor training offers instructional tips for teaching the alphabet, phonological awareness, word decoding (phonics), high-frequency words, fluency, and comprehension. During two 30-minute sessions each week, reading tutors provide students with reading practice, meaningful discussion on book content, simple reading instruction, and confidence-building motivation.

# Alaska 2-1-1

Every hour of every day, an Alaskan needs essential services—from finding food and shelter to securing adequate care for a child or an aging parent. Faced with multiple directories and an array of social service agencies, people often don't know where to turn or how to get started. In many cases, they end up going without these necessary services.

Alaska 2-1-1 is a free, confidential, and multilingual health and human services information and referral system operated by United Way of Anchorage on behalf of United Way of Southeast Alaska and all other United Ways in Alaska. Supported by businesses, non-profit organizations, and government officials, Alaska 2-1-1 includes a network of local, regional, and statewide stakeholders aware of local, regional statewide needs and resources.

Alaska 2-1-1 ensures that the health and human services system works for Alaskans by connecting people with the right services instead of the frustrating and time-wasting hit-or-miss connections made by people calling multiple agencies on their own behalf trying to find the right office or program or person. Health and human services are only valuable when they get to the right people with the right level of efficacy and efficiency. Alaska 2-1-1 supports all health and social service providers' plans to be adaptive, flexible and responsive to the needs of Alaskans.

Service is available statewide by dialing 2-1-1 or 1-800-478-2221 from 8:30 AM - 5:00 PM. Monday through Friday and online anytime at [www.alaska211.org](http://www.alaska211.org).

With Alaska 2-1-1, callers can receive referrals for:

- Basic needs: Food, clothing, shelter, temporary financial assistance, transportation, and disaster.
  - Physical and mental health resources: Crisis intervention, prenatal care, support groups, counseling, drug and alcohol intervention, rehabilitation, and children's health insurance programs.
  - Financial stability: Employment referral services, Earned Income Tax Credits, WIC, credit counseling, food stamps, rent and utility assistance, unemployment benefits, job training, and education programs.
  - Support for older Americans and persons with disabilities: Home health care, adult day care, congregate meals, Meals on Wheels, respite care, transportation, and homemaker services.
  - Support for children, youth and families: Childcare, after-school programs, family resource centers, summer camps, recreation programs, mentoring, tutoring, literacy programs, and protective services.
  - Support for community crisis or disaster recovery: 2-1-1 systems in other states have proven valuable in disaster relief efforts.
  - Alaska 2-1-1 utilizes Language Line to communicate with limited-English speaking callers in a wide variety of languages, including: Russian; Korean; Tagalog; Yuki; and Hmong.
- For more information and referral assistance, 1-800-478-2221 or visit [www.alaska211.org](http://www.alaska211.org).

# FamilyWise Prescription Discount Card

**FREE! TAKE ONE!**  
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United Way of Southeast Alaska

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FOR EVERYONE - FOR IMMEDIATE USE  
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**THIS IS NOT INSURANCE - DISCOUNTS ONLY**

Did you know that 40% of adults in the United States do not buy the medicine they or their family needs, have difficulty affording it, or reduce the required dosage because of high prescription drug costs? No one should be forced to choose between paying for food, rent or medicine because of the high cost of prescriptions. That is why United Way of Southeast Alaska partnered with FamilyWise to distribute free prescription discount cards to everyone in Southeast Alaska. Individuals and families across Southeast Alaska have already saved \$40,500 just by using the FamilyWise card.

FamilyWise is a prescription discount card that can reduce the cost of medicine by an average

of 35% or more for people without insurance or who take medications not covered by their plan. Just by presenting the FamilyWise card at their local pharmacy, customers save on the cost of their prescription medicine 80% of the time.

FamilyWise cards can be found on our website ([www.unitedwayseak.org/activities/familywise](http://www.unitedwayseak.org/activities/familywise)).

Visit [www.FamilyWise.org](http://www.FamilyWise.org) to look up prescription drug prices and obtain a list of participating pharmacies.

Most large pharmacies in the United States accept these prescription drug discount cards. Wal-Mart, Safeway, and Fred Meyers accept

the cards in Ketchikan and Juneau. They have no usage or age limits, income requirements or registration forms, and can be used immediately to reduce the cost of medicine for anyone that has no prescription drug coverage.

Cards are available to:

- Anyone who does not currently have health insurance
- Anyone who does not have prescription coverage
- Anyone who is purchasing a medication not covered by their insurance

# 2012 Campaign Donation



(L-R): Jaysen Katsas, Assistant Vice President of First National Bank Alaska and United Way of Southeast Alaska Board Member; Wayne Stevens, President/CEO of United Way of Southeast Alaska; Luke Fanning, Vice President of First National Bank Alaska; Mark Mesdag with Elgee, Rehfeld, Mertz and Treasurer of United Way of Southeast Alaska Board.

Luke Fanning, Vice President First National Bank, presents a check to United Way of Southeast Alaska for the recently concluded Southeast Alaska region-wide campaign results for First National Bank Alaska (FNBA). The amount includes donations from employees and the corporate contribution from First National Bank Alaska

FNBA employees did a great job with this year's annual campaign and statewide raised about \$10,000 more than last year for United Ways and their partner agencies in Alaska.

United Way of Southeast Alaska sincerely appreciates and recognizes the efforts of FNBA employee's efforts in their Southeast communities of Juneau, Sitka and Haines where FNBA operates branches.

# Project Homeless Connection



In 2012, United Way of Southeast Alaska participated in the Juneau Homeless Coalition's 4th Annual Project Homeless Connect. The outpouring of heartfelt care was appreciated by everyone who attended. It was so nice to hear "thank you" directly from the individuals who received warm winter accessories and personal care items. In 2012, Project Homeless Connect reached approximately

185 individuals experiencing homelessness with employment services, housing programs, healthcare, mental and behavioral health services, legal assistance, education, and much more.

Photo by Michael Penn



# 2012 Day of Caring

Continuing our focus on developing volunteerism in the Juneau community, United Way of Southeast Alaska sponsored a Day of Caring event to kick off our annual Giving Campaign on Wednesday, October 3, 2012. On Saturday, October 6, the University of Southeast Alaska continued its tradition of volunteering by involving students and staff members in additional service projects as an extension of Day of Caring.

Each year, local businesses allow their employees the opportunity to spend a workday engaged in volunteer projects at nonprofit organizations as part of Day of Caring. This year's events matched approximately 50 volunteers from 6 local businesses with 10 projects at area non-profit organizations. Each work-place team member volunteered his/her time and skills in order to complete much needed service projects which including shampooing carpets, stuffing and labeling envelopes, weeding garden beds, organizing craft supplies, constructing a trailer for adaptive bikes, deep cleaning and sanitizing playrooms, and organizing shelving units.

## Participating workplaces included:

- City and Borough of Juneau
- Construction Machinery Industrial
- Juneau Building Trades
- Plumbers & Pipefitters, Local Union 262
- True North Federal Credit Union
- University of Alaska Southeast

## Benefitting Organizations:

- American Red Cross of Alaska
- Big Brothers Big Sisters of Alaska
- Catholic Community Service
- Girl Scouts of Alaska
- Juneau Alliance for Mental Health, Inc. (JAMHI)
- Southeast Alaska Independent Living (SAIL)

## A special thank you to our sponsors for their generous support and donations:

- Baxter, Bruce and Sullivan
- DIPAC
- Heritage Coffee
- Prospector Hotel
- Tyler Rentals



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United Way is NOT a membership organization.